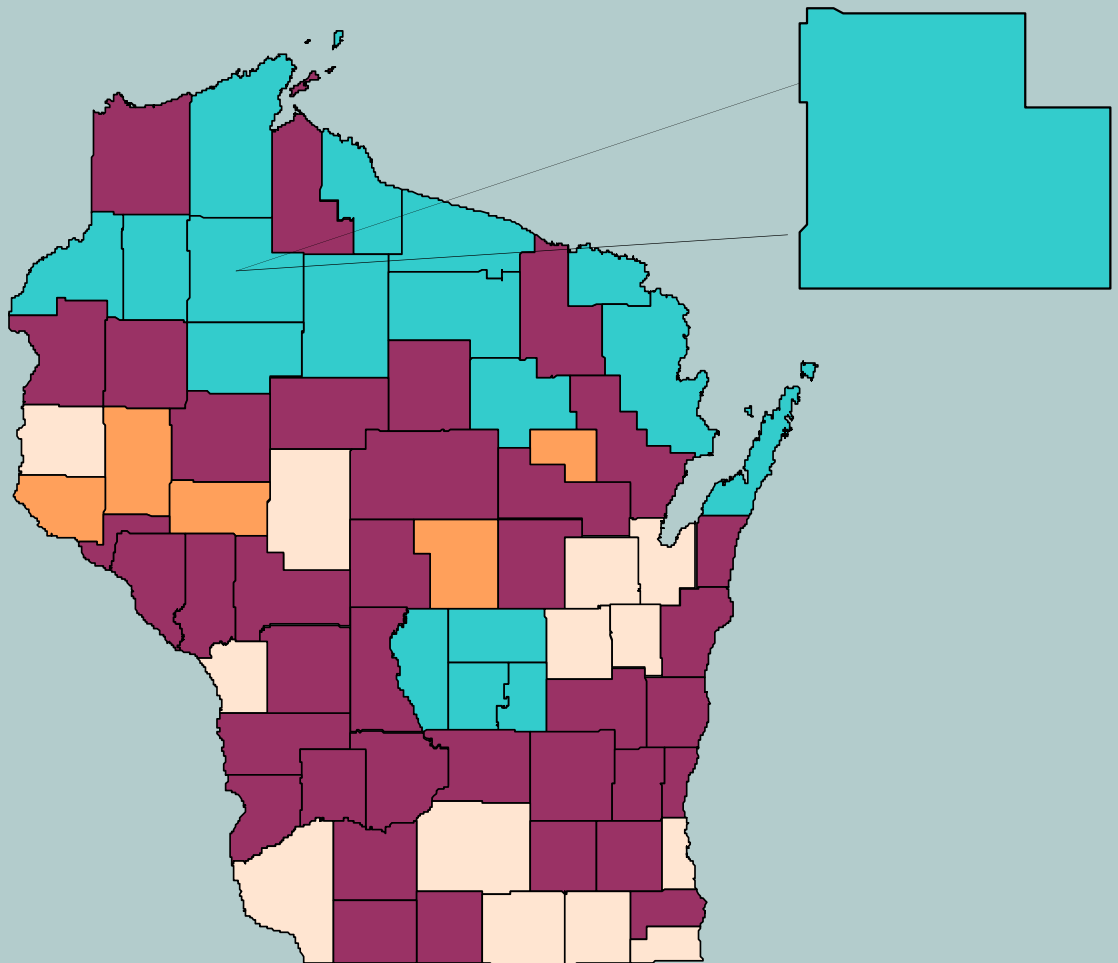


Sawyer County Workforce Profile

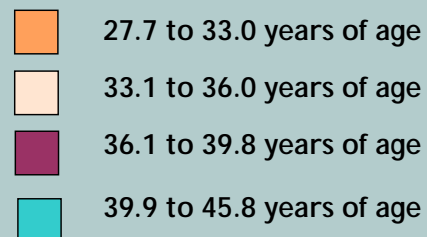
Median Age by County, 2000



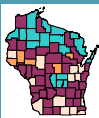
Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

From 1990 to 2000 the population in Sawyer County increased from 14,181 to 16,196 according to Census 2000 information. That increase of 2,086 residents exceeded the increase during the last decade but fell short of the increase during the 1970s. A major difference, however, is that the increase in population during the 1990s was from new residents moving to the county, while the increases in the previous two decades included population growth from births. From 1990 to 2000 there were 1,799 births in Sawyer County, but there were also 1,871 deaths. The population continued to increase through 2000 and by the end of the year there were 149 additional residents.

A net gain in population from migration means that more people moved to the county than moved out of the county. Roughly 19.4 percent of the population over 5 years old, 2,972 individuals, lived in a different county in 1995. Of those new residents 55 percent moved from another state and 45 percent from somewhere else in Wisconsin.

The majority of those new residents were white although 24 percent were American Indian. During the 1990s, there was an increase of 1,209 in the white population and an increase of 496 in the American Indian population. American Indians now

comprise 16.3 percent of the total population in the county and live primarily on the Lac Courte Oreilles Indian Reservation in several townships in the county, including two with the largest gains in population, Bass Lake and Hayward.

The population in the Town of Bass Lake increased by 527 residents from 1990 to 2000, the largest numeric increase in the county and the Town of Hayward added 255 residents, the second largest increase. The largest municipality, the City of Hayward, also added 232 residents during the 1990s.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Increases in the age groups on the upper end of the spectrum had an impact on the median age in Sawyer County which increased to 42.1 years in 2000 from 37.9 years in 1990. The median age in Sawyer County is substantially higher than the state median age of 36.0 years and the national median of 33.3 years and is ranked 8th highest in the state. In

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Sawyer County	16,196	16,345	0.9%

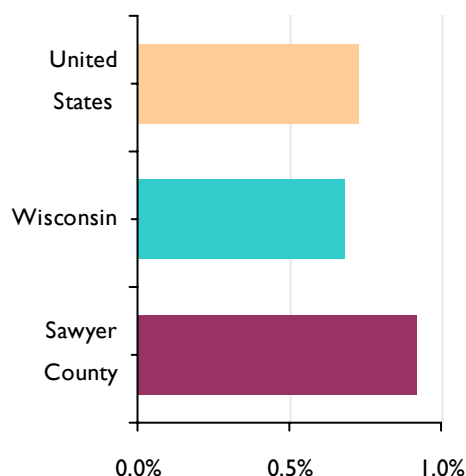
Ten Largest Municipalities

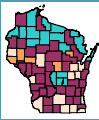
Hayward, Town	3,279	3,314	1.1%
Bass Lake, Town	2,244	2,257	0.6%
Hayward, City	2,129	2,163	1.6%
Lenroot, Town	1,165	1,181	1.4%
Winter, Town	969	979	1.0%
Round Lake, Town	962	968	0.6%
Sand Lake, Town	774	779	0.6%
Hunter, Town	765	770	0.7%
Edgewater, Town	586	587	0.2%
Couderay, Town	469	474	1.1%

* Sawyer portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



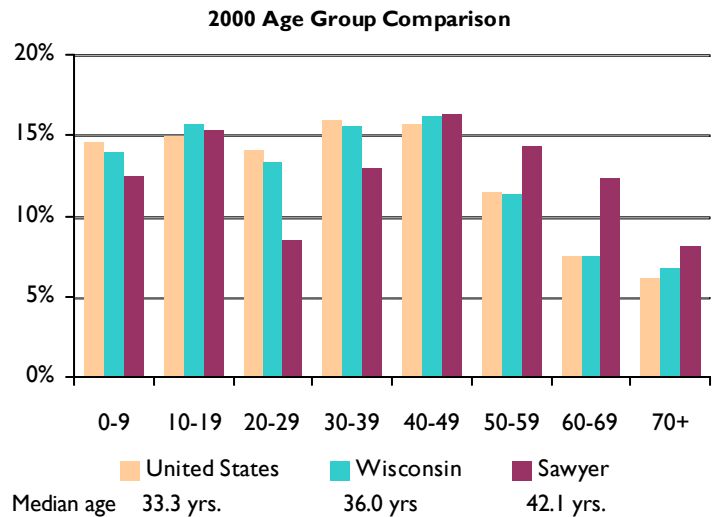


fact, the youngest town in the county, Couderay with a median age of 33.5, is higher than the national median age.

The higher median age means that there are more residents in the older population groups than in the younger age groups, something very apparent in the graph on the right. The county has a smaller share of population in the age groups under 39 years old.

The similar share of 10-19 year olds accounts for the higher birth rates during the 1980s. However, once they graduate from high school, these residents leave the area to continue their education or search for work. This loss is evident in the dramatic drop in 20-29 year old group. Beginning at age 40, however, there is a larger share of population as new residents move to the area. Over the age of 60 the county has a much larger share of population than either the state or nation.

The consequences of this disparity on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of fewer younger people available for the labor supply and an increasing older population preparing to retire, will exacerbate the labor shortage. Compounding the problem of



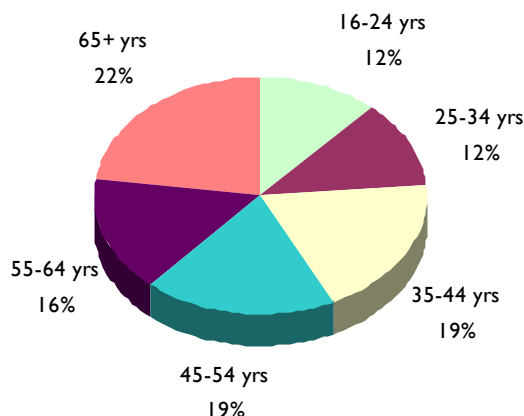
Source: US Department of Commerce, Census Bureau, *Census 2000*

fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

County Civilian Labor Force

Sawyer County Labor Force Age Groups



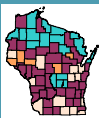
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The Sawyer County population in 2000 16 years and older totaled 12,805. This population comprises the potential labor force in the county even though 22 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

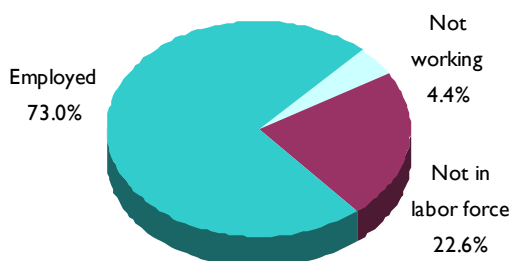
Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills, and

(Continued on page 3)

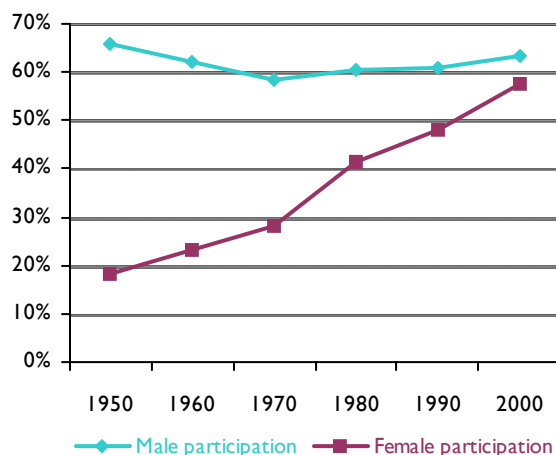


2001 Labor Force Participation



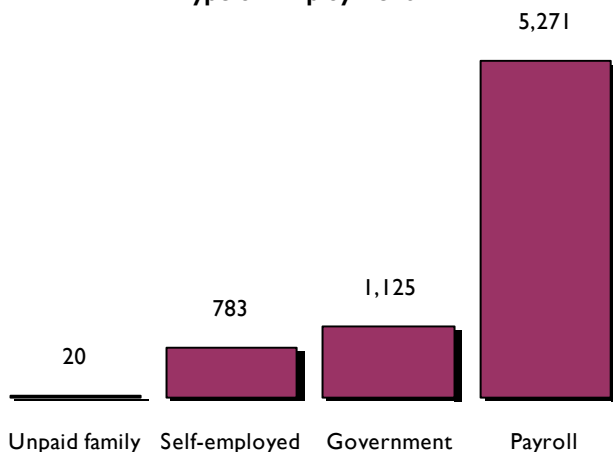
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

beginning new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests in working the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in late 2002.

An estimate of the labor force participation rate for 2001 in Sawyer County included 73 percent of the labor force age population that worked, 4.4 percent of the population that was unemployed and 22.6 percent that choose not to work. Combining those that were employed with those that were unemployed produces a total labor force participation rate in 2001 of 77.4 percent.

This labor force participation is based on the estimates from the Local Area Unemployment Statistics (LAUS) program and is higher than in both the state (73.5%) and the nation (66.9%) rates using the same methodology. However, Census 2000 data (a snapshot of one month, April) indicates a much smaller labor force and participation rate than the LAUS data (an estimate of the average of twelve months).

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has been steadily increasing while participation of men has been trending downward. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change in the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women.

Labor force participants who work are engaged in several 'types of employment'. In Sawyer County 73 percent of the employed population work for a pri-

(Continued on page 4)



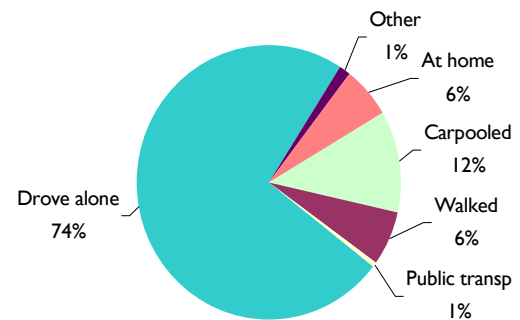
vate employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 16 percent of total employment.

Just over 11 percent of workers in Sawyer County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is much higher in Sawyer County than in the state (6.4%), but has declined since 1990. Workers in these categories tend to stay in the labor force longer than workers in payroll jobs.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary jobs (see page 5). In Sawyer County, total employment reached 9,300 in 2001, much higher than the number of jobs.

An additional factor that effects the local labor force is the number of workers who commute out of, or into, the county for jobs. Census 2000 re-

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

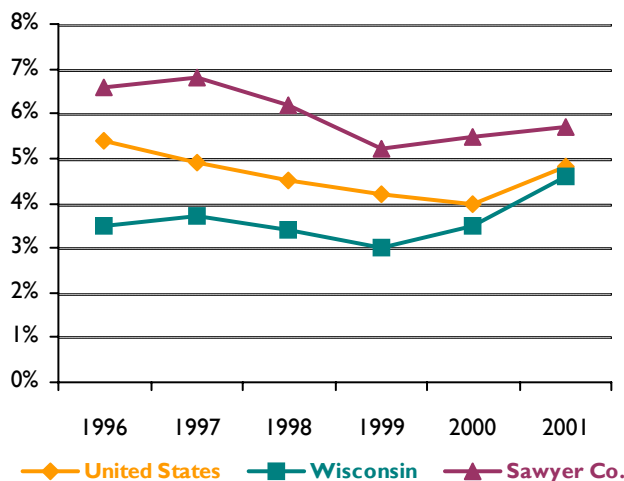
vealed that roughly 15% of the workers residing in Sawyer County traveled outside of the county to work. The specific destination of those workers from the census will not be released until 2003.

Over the last five years the number of employed in Sawyer County increased from 8,600 in 1996 to 9,300 in 2001. Employment increased as the number of jobs with local employers expanded and workers moved to the county.

The unemployment rate, however, remains much higher than the rate in either the nation or the state. Large fluctuations in seasonal jobs in construction and tourism which elevate the unemployment rate during the winter months, contribute to a higher annual average rate. In 2001, a high unemployment rate of 9.0 percent occurred in March and a low rate of 3.0 percent occurred in September.

Most of the workers in Sawyer County drive alone to a job, while 12 percent, higher than in the state, were part of a car pool. With limited public transportation available in the county it is no surprise that few residents (38) use it. Even statewide, however, only two percent of workers use public transportation.

Unemployment Rate Comparison



Sawyer County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	9,200	9,300	9,200	9,100	9,500	9,800
Employed	8,600	8,700	8,600	8,700	9,000	9,300
Unemployed	600	640	570	470	530	560
Unemployment Rate	6.6%	6.8%	6.2%	5.2%	5.5%	5.7%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	5,816	5,967	6,073	6,369	6,630	6,806	2.7%	17.0%
Goods Producing	1,080	1,066	1,037	1,083	1,136	1,156	1.8%	7.0%
Construction & Mining	273	253	250	283	320	354	10.6%	29.7%
Manufacturing	807	813	787	801	816	802	-1.7%	-0.6%
Durable	695	695	681	685	685	655	-4.3%	-5.7%
Nondurable	113	118	106	115	131	147	12.0%	30.7%
Service Producing	4,735	4,901	5,035	5,286	5,494	5,650	2.8%	19.3%
Transportation, Communications & Utilities	158	164	153	151	162	171	6.1%	8.9%
Total Trade	1,560	1,561	1,546	1,718	1,773	1,799	1.5%	15.3%
Wholesale	187	173	159	134	132	129	-2.0%	-30.7%
Retail	1,374	1,388	1,388	1,585	1,641	1,669	1.7%	21.5%
Finance, Insurance, and Real Estate	256	251	248	260	284	295	3.9%	15.1%
Services & Misc.	1,266	1,369	1,462	1,448	1,458	1,564	7.3%	23.6%
Total Government	1,496	1,557	1,627	1,709	1,818	1,821	0.2%	21.7%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Sawyer County. All payroll jobs are counted and include occupations from managers to laborers, who work full- or part-time in permanent, temporary and seasonal positions, and are paid hourly, through commissions, or by piece-

work. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

There was tremendous job growth in nonfarm employment in the last five years from Sawyer County employers who added nearly 1,000 jobs. The number of jobs increased 17 percent from 1996 to 2001, nearly twice as fast as the 8.7 percent increase in the state.

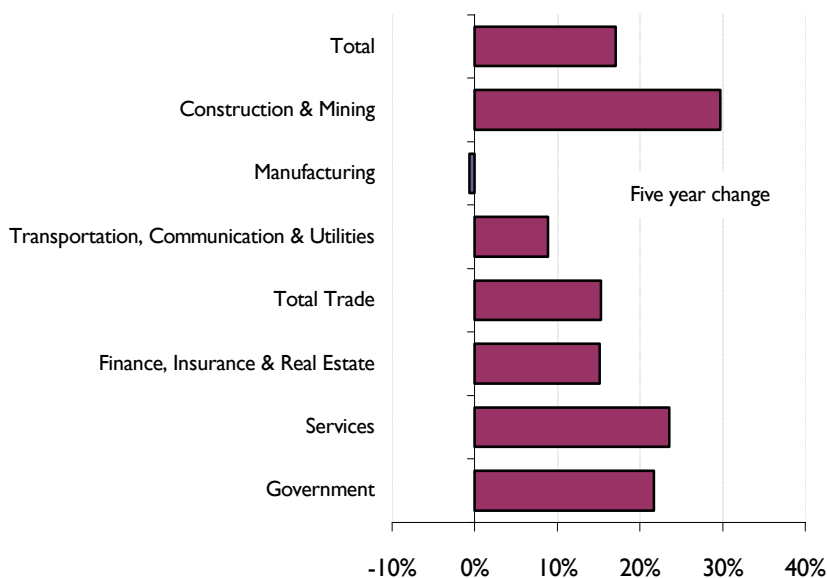
Nearly all of the additional jobs are found in three industry divisions and most of those jobs were related to tourism. Retail trade employers, especially eating and drinking places, added nearly 300 jobs as did employers in the services industries. Government units added over 300 jobs, primarily from job growth related to tribal enterprises.

Residents moving to Sawyer County also created jobs for construction workers and employment increased nearly 30 percent from 1996 to 2001, exceeding statewide growth.

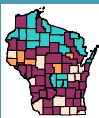
While the number of jobs in the state declined in the last year, in Sawyer County they increased 2.7 percent. Over both the one- and five-year periods em-

(Continued on page 6)

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Employers

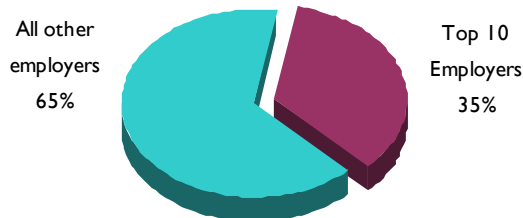
Company	Product or Service	Size
LCO Casino & Convention Center	Amusement & Recreation: gaming	250-499
Lac Courte Oreilles Tribal Government	Executive & general government	250-499
County of Sawyer	Executive & general government	250-499
Hayward Community School District	Education	250-499
Medical Services Inc. (Hayward Area Hospital)	Health care services: hospital	100-249
Louisiana Pacific Corp.	Wood products: waferboard	100-249
Northern Lakes Coop	Grocery, hardware, gas and feed store	100-249
Lac Courte Oreilles Community College	Education	100-249
Winter Public School	Education	100-249
Marketplace Foods Inc.	Grocery store	100-249

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Executive, Legislative, and General	23	753	313	364
Educational Services	*	*	*	*
Eating and Drinking Places	60	516	17	118
Lumber and Wood Products	27	466	-24	-75
Amusement & Recreation Services	*	*	*	*
Health Services	16	394	19	28
Food Stores	7	323	-29	-43
Automotive Dealers & Service Stations	25	235	-15	68
Hotels and other Lodging Places	30	181	4	-8
Depository Institutions	5	138	16	0

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

employment increased in all industry divisions except manufacturing. Lumber and wood products, even though there were job reductions since 1996, is still one of the largest industry groups in the county and is the only manufacturing group to appear on the list of the county's ten largest. Louisiana Pacific Corporation, representing lumber and wood products, is also on the list of the county's ten largest employers.

The largest employer in the county, however, is LCO Casino and Convention Center. The second largest, Lac Courte Oreilles Tribal Government, along with County of Sawyer make executive and general government the largest industry group. The ten employers on this list, out of 681 in the county, provide over one-third of the jobs in the county.

Ten industry groups in the county, however, pro-

(Continued on page 7)



vide 60 percent of the jobs. The employers in many of these industry groups are often small and are not included on lists of the largest employers, but together they provide many jobs for local workers. Employers from retail trade, especially the third largest group of eating and drinking places (restaurants and bars), are good examples of this.

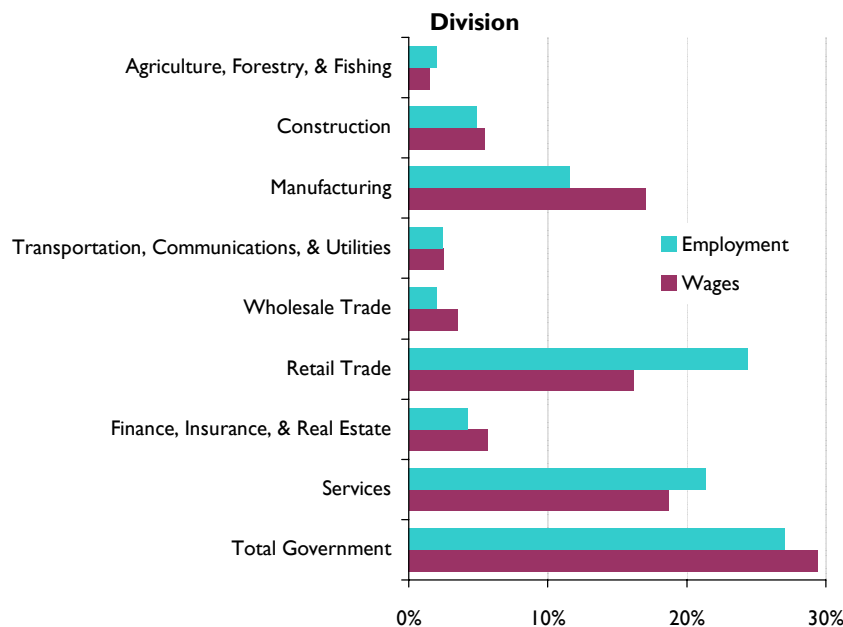
Employers in the retail trade industry division provide 24 percent of the jobs in Sawyer County, yet the payroll from employers in the division was only 16 percent of the total payroll from all employ-

ers of \$148,896,003. Workers in retail trade often work in part time and seasonal jobs, with lower hourly wages, so the annual payroll is smaller. Because these conditions apply to most retail trade work in the state, the annual average wage in the industry in Sawyer County is nearly the same as that of similar workers statewide.

The highest annual average wage, \$39,892, was earned by workers in wholesale trade and was also very similar to what workers earned statewide. The greatest disparity in wages was in the services industries where workers earned only 67 percent of their counterparts in the state. In Sawyer County, workers in the services industry are found primarily in hotels and resorts, amusement and recreation where work is seasonal and hourly wages are lower. Statewide, most workers in this industry are employed in health care and business services.

In Sawyer County, the industry division with the most workers, government, generated 29 percent of the total payroll in the county. The annual average wage for government workers, however, was only 71 percent of wages for similar work in the state. One of the reasons government employment and payroll are high in the county is because employment from Lac Courte Oreilles enterprises is included in 2001.

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

	Sawyer Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 22,162	\$ 30,922	71.7%	3.0%	20.5%
Agriculture, Forestry, & Fishing	\$ 16,704	\$ 22,565	74.0%	15.1%	5.9%
Construction	\$ 24,498	\$ 39,011	62.8%	5.2%	13.2%
Manufacturing	\$ 32,608	\$ 39,739	82.1%	2.1%	16.7%
Transportation, Communications, & Utilities	\$ 22,634	\$ 36,639	61.8%	2.9%	0.7%
Wholesale Trade	\$ 39,867	\$ 40,521	98.4%	4.4%	53.5%
Retail Trade	\$ 14,682	\$ 14,596	100.6%	5.3%	26.5%
Finance, Insurance, & Real estate	\$ 29,628	\$ 40,933	72.4%	14.3%	49.2%
Services	\$ 19,373	\$ 28,775	67.3%	-3.6%	21.4%
Total Government	\$ 24,099	\$ 33,785	71.3%	-2.8%	12.3%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

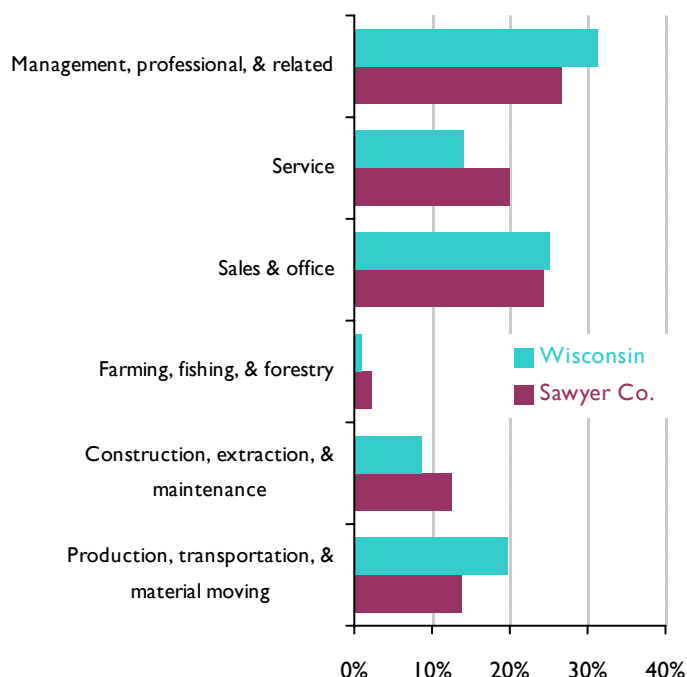
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Sawyer County. The distribution of occupations reflects the employment of all these workers, including those that are self-employed and own businesses.

The largest group in the county and the state is management, professional and related occupations. The mix of occupations in this group varies from state to state, and county to county, depending on the industry mix. In Sawyer County, most of the jobs in this group are teachers and health care professionals. These jobs are primarily found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Sawyer County 45 percent of the population 25 years old and over has some education beyond high school, but only 17 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

A larger share of the population has 1-3 years of post-secondary education that could include some college with no degree, an associate degree, or

Employment by Occupation Group: 2000

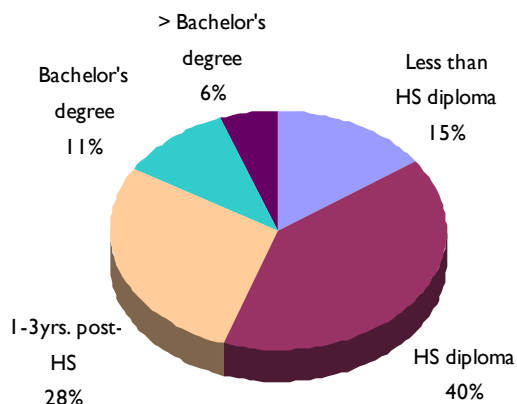


US Department of Commerce, Census 2000

technical college training. Workers in this group find employment in all occupational groups including the sales and office occupational group, the second largest in the county. Occupations in this group include accounting, advertising, technical sales, and general office occupations. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the production and maintenance occupations. Most of these occupations are employed by manufacturing employers, but maintenance workers, truck drivers and mechanics are found in all industry divisions.

The third largest group is service occupations. This group is larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 20 percent of the workforce in Sawyer County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, police and firefighters. Wages for many of these jobs are low and workers are often employed seasonally and work less than 40 hours per week.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

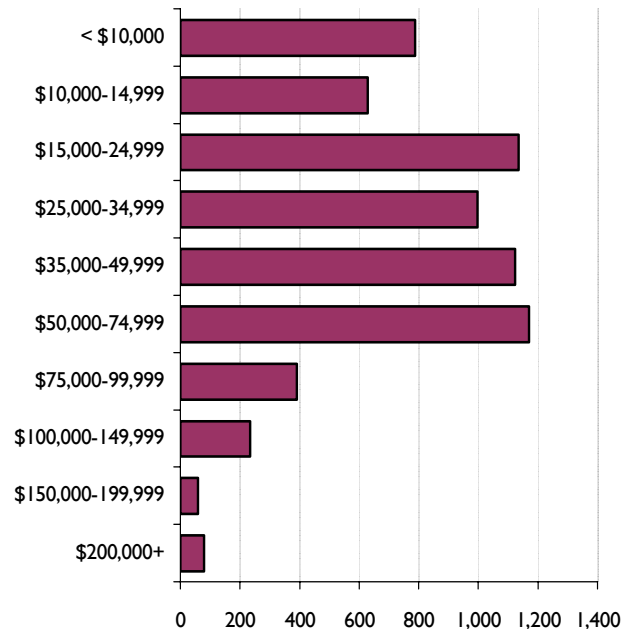
The median household income in 1999 (last full year of income data used for census) in Sawyer County of \$32,287 was 74 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$75,000 while over one fifth earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 12.7 percent that is much higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Sawyer County is 2.4 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$346,858,000 in Sawyer County, divided by the total population. PCPI in Sawyer County in 2000 of \$21,356 was 76 percent of the PCPI in Wisconsin and 72 percent of the United States. In the last year it increased 5.5 percent, less than the increase in the state and in the nation.

Incomes are lower in Sawyer County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income

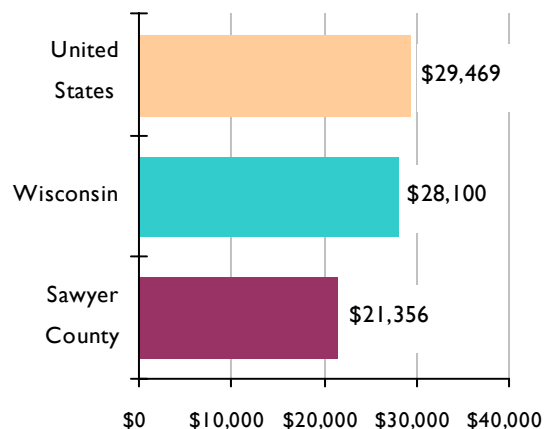
Households by Income Range
Median household income in Sawyer Co. \$32,287



Source: US Dept. of Commerce, Census Bureau, Census 2000

from government retirement and medical payments comprises 81 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

